

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES**  
**CHECKS DISTRIBUTED FOR THE MONTH OF APRIL 2006**

| VENDOR   | DESCRIPTION                                  | AMOUNT             |
|--|--|--------------------|
| <b><u>ADVERTISING</u></b>                      |  |                    |
| COOKE COMMUNICATIONS                           | DAC/TDC/FSHGUMB/LDG                          | \$114.30           |
| FLORIDA KEYS KEYNOTER                          | DAC/TDC/FSHG UMB MTG MAR06                   | \$383.20           |
| FLORIDA KEYS.COM                               | APR06 MONTHLY FEE                            | \$2,916.00         |
| FLORIDA KEYS.COM                               | WEB SITE ENHANCEMENT                         | \$12,150.00        |
| THE REPORTER                                   | DAC/TDC/FSHG UMB/DIVE UMB                    | \$336.14           |
| TINSLEY ADVERTISING                            | PROMO ADV                                    | \$510,368.72       |
| TINSLEY ADVERTISING                            | GEN FISHING                                  | \$5,814.13         |
| TINSLEY ADVERTISING                            | DIVE UMBRELLA                                | \$24,093.82        |
| TINSLEY ADVERTISING                            | DAC 1 ADV CAMPAIGN                           | \$197,896.67       |
| TINSLEY ADVERTISING                            | DAC 2 AD CAMPAIGN                            | \$18,749.99        |
| TINSLEY ADVERTISING                            | DAC 3 ADV CAMPAIGN                           | \$39,022.64        |
| TINSLEY ADVERTISING                            | DAC 4 ADV CAMPAIGN                           | \$54,226.37        |
| TINSLEY ADVERTISING                            | DAC 5 ADV CAMPAIGN                           | \$27,865.34        |
| TINSLEY ADVERTISING                            | ADV EMERGENCY FUNDS                          | \$28,250.00        |
|  |  | <hr/> \$922,187.32 |
| <b><u>BRICKS &amp; MORTAR PROJECTS</u></b>     |  |                    |
| KEY WEST HARRY S. TRUMAN                       | RQST 1                                       | \$27,500.00        |
|  |  | <hr/> \$27,500.00  |
| <b><u>VISITOR INFORMATION SERVICES</u></b>     |  |                    |
| GREATER KEY WEST CHAMBER OF COMMERCE           | APR06  | \$17,250.00        |
| GREATER MARATHON CHAMBER OF COMMERCE           | MAR06  | \$6,666.66         |
| KEY LARGO CHAMBER OF COMMERCE                  | MAR06  | \$7,750.00         |
| KEY WEST BUSINESS GUILD                        | JAN/FEB06                                    | \$6,083.32         |
| LOWER KEYS CHAMBER OF COMMERCE                 | APR06  | \$4,500.00         |
|  |  | <hr/> \$42,249.98  |
| <b><u>EVENTS</u></b>                           |  |                    |
| EYE CATCHER DISPLAY                            | BANNER PIRATES IN PARADISE                   | \$1,000.00         |
| BLUE WATER PRINTING                            | MAR06 BROCHURE COOL JAZZ                     | \$500.00           |
| COOKE COMMUNICATIONS                           | NOV/DEC05 THE NUTCRACKER                     | \$3,009.60         |
| COOKE COMMUNICATIONS                           | LEON SHELL FISHING TOURNAMENT                | \$226.80           |
| FLORIDA KEYS KEYNOTER                          | BIG PNE NAUTICAL FLEA MARKET                 | \$119.68           |
| FLORIDA KEYS KEYNOTER                          | CAPTAIN LEON SHELL FISHING TOURNAMENT        | \$425.28           |
| FLORIDA KEYS HISTORY OF DIVING                 | NOV05-FEB06 ADS DIVE MUSEUM SEMINAR          | \$5,333.34         |
| ISLAMORADA CHARTER BOAT                        | DEC05 SAILFISH TOURNAMENT TROPHIES           | \$2,432.12         |
| JESSIE PORTER'S HERITAGE HOUSE                 | APR06 BANNER, ADS ROBERT FROST POETRY        | \$3,033.35         |
| JULIE McENROE/THE EVENT NETWORK                | DEC05 PRESS RELEASE, ETC PIRATES IN PARADISE | \$2,437.25         |
| KEY WEST POPS ORCHESTRA                        | FEBMAR06 HELLO DOLLY                         | \$765.00           |
| KEYS RADIO GROUP                               | FEB06 ADV LEON SHELL FISHING TOURNAMENT      | \$250.00           |
| LUIS PIEDRA                                    | APR06 ADV LOWER KEYS COOL JAZZ FESTIVAL      | \$225.00           |
| MARATHON COMMUNITY THEATRE                     | ADV 2005-2006 SEASON                         | \$3,551.00         |
| MARATHON GARDEN CLUB                           | NOV05 CHRISTMAS EXHIBIT                      | \$5,958.10         |
| MARATHON HOSPOTALITY ASSOCIATION               | JAN06 TEES HIBISCUS PEDAL                    | \$1,249.00         |
| MIAMI NEW TIMES LLC                            | APR06 ADV LOWER KEYS COOL JAZZ FESTIVAL      | \$1,339.00         |
| PERFORMING ARTS CENTER                         | FEB06 ADV POSTCARD JAZZ/ANN HAMPTON          | \$3,236.00         |
| TINSLEY ADVERTISING                            | KW HOUSE/GARDEN TOURS                        | \$3,998.70         |
| TINSLEY ADVERTISING                            | SCULPTURE KEY WEST                           | \$678.00           |
| TINSLEY ADVERTISING                            | HOGSBREATH KEYS 100 RACE                     | \$238.20           |
| THE WEEKLY FISHERMAN                           | FEB06 ADV LEON SHELL FISHING TOURNAMENT      | \$150.00           |
| THE WEEKLY NEWSPAPER                           | FEB06 ADV LEON SHELL FISHING TOURNAMENT      | \$170.00           |
|  |  | <hr/> \$40,325.42  |
| <b><u>OFFICE SUPPLIES &amp; OPER COSTS</u></b> |  |                    |
| C.B. SCHMITT REAL ESTATE                       | APR06 RENT                                   | \$7,503.60         |
| COMPUTER OFFICE SOLUTIONS                      | APY/MAY06 DSL MONTHLY FEE                    | \$22.00            |
| CERTIFIED LOWER KEYS PLUMBING                  | CPVC PLUMBING FITTINGS                       | \$42.00            |
| DIVERSIFIED SERVICES                           | MAR06 JANITOR FEE                            | \$345.00           |
| EVANS ENVIRONMENTAL                            | HIGGS BCH CLEAN UP                           | \$14,625.00        |
| FEDERAL EXPRESS CORP                           | MAR/APR06 SHIPPING                           | \$1,577.27         |

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|--------------------------------------|-------------------------------------|-------------------|
| MC CLERK OF THE COURT                | JAN - MAR06 TDCLERK FEES            | \$11,989.13       |
| MANLEY DEBOER LUMBER CO              | W01062K26G                          | \$59.59           |
| MONROE ASSOCIATION RETARDED CITIZENS | HH BEACH FEB06                      | \$1,500.00        |
| MONROE CONCRETE PRODUCTS             | BALLAST ROCK                        | \$64.61           |
| OFFICE DEPOT                         | MISC OFFICE SUPPLIES                | \$1,944.35        |
| PITNEY BOWES INC                     | APR06 MONTHLY FEE                   | \$151.00          |
| STRUNK ACE HARDWARE                  | 84340 W01062K26G                    | \$218.88          |
| XEROX CORPORATION                    | MAR06 WORKCENTER COPIER             | \$512.45          |
| XEROX CORPORATION                    | MAR06 WORKCENTER FAX & EXCESS PAGES | \$114.81          |
|                                      |                                     | <hr/> \$40,669.69 |

**PERSONAL SERVICES**

|                        |           |                   |
|------------------------|-----------|-------------------|
| 3406 N. ROOSEVELT BLVD | MAR/APR06 | \$71,666.58       |
|                        |           | <hr/> \$71,666.58 |

**PUBLIC RELATIONS**

|                          |                     |                   |
|--------------------------|---------------------|-------------------|
| STUART NEWMAN ASSOCIATES | PR EXP              | \$11,390.57       |
| STUART NEWMAN ASSOCIATES | MAR06 STRINGER FEES | \$4,624.99        |
|                          |                     | <hr/> \$16,015.56 |

**SALES & MARKETING**

|                                |   |                   |
|--------------------------------|---|-------------------|
| AMEUROP PHONE ASSIST           | MAR06 MULTILINGUAL ASST.                | \$1,500.00        |
| AMERICAN MARKETING ASSOCIATION | APR06 JESSICA BENNETT                   | \$1,265.00        |
| ANDERSON NIEBUHR ASSOCIATES    | 2 PUBLICATIONS ANA. REF                 | \$59.00           |
| CELLET TRAVEL SERVICES         | MAR06 FEE & EXPENSES                    | \$13,902.68       |
| CDW GOVERNMENT                 | PNY VERTO GEFOR                         | \$72.99           |
| FILM FLORIDA                   | APR/MAY06 RITA BROWN TRIBECA            | \$1,000.00        |
| FLORIDA KEYS.COM               | MAR06 MAP NET, CULTURAL CALENDAR        | \$4,125.00        |
| GET IT ACROSS                  | DIRECT MAILING                          | \$290.40          |
| GULF COAST EXPO                | MAR06 MPI TAMPA EXPO                    | \$60.00           |
| INFO USA MARKETING INC.        | BUSINESS DATA SET 2564 RECORDS          | \$717.92          |
| K & M ROBERTS ENTERPRISES      | SEP06 DENVER TRAVEL SHOW                | \$899.00          |
| MONARCH PUBLICATIONS           | 2006 PR DIRECTORY/SEE AMERICA DIRECTORY | \$270.00          |
| PRANGE AND OHEARN              | DEC05, FEB/MAR06 VISPROFILE COLLECTION  | \$11,156.25       |
| PRANGE AND OHEARN              | MAR06 HOTEL CONVERSION ISSUE            | \$2,000.00        |
| PROPET DISTRIBUTORS            | HIGGS BCH DOG PARK                      | \$1,804.60        |
| SMG EXPOSITION SERVICE         | BOOTH 348/350                           | \$2,041.99        |
| SMITH TRAVEL RESEARCH          | FEB06 FEE                               | \$575.00          |
| SURVEY MONKEY.COM              | APR06 WORKFORCE                         | \$200.00          |
| VISIT FLORIDA                  | JUN06 S. SMITH GAY DAY                  | \$225.00          |
| VISIT FLORIDA                  | JUN06 REG UK SALES MISSION              | \$1,975.00        |
|                                |   | <hr/> \$44,139.83 |

**TELEPHONE & UTILITIES**

|                         |                          |                   |
|-------------------------|--------------------------|-------------------|
| BELLSOUTH               | 2941936MAR06             | \$233.70          |
| BELLSOUTH               | 2942901MAR06             | \$941.01          |
| BELLSOUTH LONG DISTANCE | 2961552FEB/MAR06         | \$2,501.01        |
| CINGULAR WIRELESS       | 5090402MAR06 CELLPHONE   | \$68.02           |
| CITY OF KEY WEST        | APR06 LT HOUSE           | \$490.96          |
| CITY OF KEY WEST        | DEC05 SMATHERS BCH CLEAN | \$23,161.98       |
| FCAA                    | MAR06 TDC 1201 WHT ST    | \$33.53           |
| FLORIDA KEYS ELECTRIC   | APR06 HH PARK/OCEAN      | \$678.74          |
| KEYS ENERGY SERVICES    | MAR06 TDC                | \$424.91          |
| KEYS ENERGY SERVICES    | APR06 R LTHSE            | \$538.53          |
| KEYS ENERGY SERVICES    | APR06 W MART TOWER       | \$332.22          |
| KEYS SANITARY SERVICE   | APR06 HH PARK            | \$882.82          |
| SWEETWATER ENVIRONMENT  | PUMP OUT VETS PARK       | \$550.00          |
|                         |                          | <hr/> \$30,837.43 |

**TRAVEL**

|                       |                            |          |
|-----------------------|----------------------------|----------|
| JESSICA BENNETT       | MAY06 ADVANCE DENVER       | \$712.36 |
| JUTTA FARRER          | MAR06 FINAL BERLIN         | \$699.10 |
| KEY WEST TRAVEL CONDO | MAR06 JFARRER KW-FRANKFORT | \$836.68 |
| KEY WEST TRAVEL CONDO | MAR06 RITABROWN KW-LA      | \$561.20 |
| KEY WEST TRAVEL CONDO | MAR06 SPONSCHIL KW-PARIS   | \$659.01 |

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| KEY WEST TRAVEL CONDO | MAR06 STORTU KW-NEWARK               | \$413.70                     |
| MAXINE PACINI         | NOVDEC05 DAC MTGS                    | \$143.90                     |
| SABINE PONS-CHILTON   | REIMB SHELL TOUR                     | \$21.49                      |
| SABINE PONS-CHILTON   | APR06 SALES MEETING                  | \$121.30                     |
| SABINE PONS-CHILTON   | MAR06 FINAL TUR                      | \$3,188.65                   |
| STACEY MITCHELL       | APR06 INNKEEPERS MTG.                | \$20.00                      |
| STACEY MITCHELL       | MAY06 ORLANDO POW WOW                | \$1,793.50                   |
| STEVE K. SMITH        | MAR06 NYC EXPO                       | \$1,673.63                   |
| STEVE K. SMITH        | MAR06 PKG MAT FOR CALIF SHOW         | \$16.11                      |
| STEVE K. SMITH        | APR06 FINAL HOLLYWOOD CA/SEATTLE WA. | \$2,334.71                   |
| SUSANNE TORTU         | MAR06 PALMETTO EXPO                  | \$100.00                     |
| SUSANNE TORTU         | MAR06 BENEATH THE SEA DIVE SHOW      | \$1,277.50                   |
| SUSANNE TORTU         | MAY06 ADVANCE TALLAHASSEE            | \$689.00                     |
|                       |                                      | <u>\$15,261.84</u>           |
|                       | <b>TOTAL</b>                         | <b><u>\$1,250,853.65</u></b> |